Clinical Innovation.
Regulatory Change.
Staffing Challenges.
COVID-19 Impact.
Legislative Involvement.
New Professionals and New Ideas.

We are currently at a pinnacle of change in many aspects of our field. Several of these disruptions were unplanned and unforeseen. Yet, amidst all of this change, our community remains resolute to our collective purpose: Saving and Healing Lives.

The Alliance was founded on the critical need to collaborate across the healthcare continuum. Our structure involves partners representing a variety of important organizations and critical perspectives. There is an underlying drive among our colleagues to serve the strongest donation and transplantation system in the world - and make it stronger day by day.

The Alliance has intentionally chosen to approach challenges directly, by sharing insights across the nation. It is now more critical than ever to navigate the opportunities together, supporting each other. Today, we welcome your new ideas and entrepreneurial approaches. Every day we are creating forums for shared expertise, exchanging new effective practices, and advancing our network of leaders.

As we continue to charge through this era of growth and change, we are fortunate for the financial support provided by our corporate partners who support our mission and the many initiatives underway. Through our collective partnership, we are committed to helping you to:

• Increase Brand Exposure and Awareness
• Generate Targeted Leads
• Share Corporate Announcements through our Platforms
• Convey Thought Leadership
• Extend Reach through Alliance Communications
• Support Employees with Professional Development, Onboarding & Learning
• Reach New Hires for your Growing Staff
• Increase Influence in the Community of Practice

With your support, we will continue to raise up our community to identify the emerging issues, to build the valuable resources to implement effective practices, and to execute on practices that advance our profession.

We welcome 2023 … United in Purpose.

KARRI HOBSON-PAPE, MBA
Executive Director, The Alliance

COREY BRYANT
Senior Director, Communications and Strategic Initiatives, The Alliance

BY THE NUMBERS

IMPROVE REACH THROUGH THE ORGAN DONATION AND TRANSPLANTATION COMMUNITY
24,060
Total Digital Content Subscribers (Email + Social Followers)

ALLIANCE PARTNERSHIPS
130
Total Number of Professional Partners & Corporate Partners

TOTAL ENGAGEMENT
21,241
90%
Increase
Total Number of Professionals Who Engaged in Annual Learning Opportunities (All Alliance Programs)

THE ALLIANCE ADVANCEMENT SERIES
4.10
Overall Educational Value for Advancement Series (based on 4.0 scale)

105%
Increase
Continuing Education Credits Claimed (CEPTC, Nursing, CME and Dietitian Credits) (All Alliance Programs)

NUMBER OF VOLUNTEERS ON THE BOARD, COUNCILS & WORKGROUPS
338
87%
Increase

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Executive Director, The Alliance

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2023 CORPORATE PARTNERSHIP BENEFITS

**BRAND EXPOSURE & AWARENESS**

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- **Corporate partner profile on the Alliance website**
- **Logo recognition in 25+ Alliance Advancement Learning Series Webinars**
- **Recognition in The Alliance 2023 Annual Impact Report**
- **Recognition in The Monday Minute weekly email (50/year)**

Included “presenting sponsorship” of one (1) webinar. Choose any one of our Donation or Transplant-focused webinars to meet your objectives. Specific programs subject to availability.

**CORPORATE ANNOUNCEMENTS**

- **Dedicated custom ad space in the Monday Minute** (1 ad per year, must be coordinated in advance with Director of Communications)
- **Customized shout-out on The Alliance social media feeds**; may be used to promote recent announcements. (Must be coordinated in advance with Director of Communications)

Quarterly | Semi-annual | Annual

**THOUGHT LEADERSHIP OPPORTUNITIES**

- **Innovation Showcase Webinar**—present for a portion of an annual webinar dedicated to partner offerings
- **Provide editorial content by December 31, 2023 to be shared on The Alliance News Center and social media; subject to approval criteria**
- **Submit effective practice resources to be posted in The Alliance Community Resource Toolbox**

**EXTENDING REACH THROUGH COMMUNICATIONS**

- **Provide a promotional video (under 120 seconds) to be shared on The Alliance social media channels**—subject to approval criteria
- **Include as “Contributing Sponsor” of the 3 signature Alliance events, including:**
  - National Critical Issue Summit: Focus on NRP - March 21, 2023 - ($5000 level)
  - National Pediatric Donation and Transplantation Forum - May 24-25, 2023 ($5000 level)
  - National Critical Issue Summit: Focus on Logistics and Reducing Organ Loss - September 23, 2023 ($5000 level)
  - Includes list of all attendees (name, title, email). Supplementary opportunities will be shared closer to the event.

**LEAD GENERATION**

- **Complimentary six connections for each of the 25 annual live webinars**
- **Complimentary recorded versions of each of the 25 annual webinars**

**EMPLOYEE PROFESSIONAL DEVELOPMENT & LEARNING**

- **THOUGHT LEADERSHIP OPPORTUNITIES**
- **EXTENDING REACH THROUGH COMMUNICATIONS**
- **LEAD GENERATION**

We are committed to delivering innovative and relevant experiences across all platforms.

**HIRING TEAM MEMBERS**

- Complimentary job postings on The Alliance Job Board—publicly available for the donation and transplantation community of practice

**EMPLOYEE ON-BORDING EXPERIENCE**

- The Alliance Foundational Perspectives of Organ Donation Textbook
  - This textbook introduces the clinical, legal and administrative considerations of organ donation, as well as synergistic health care partnerships and patient dynamics.
  - Discounted subscription for OnboardingU: Foundational Perspectives of Organ Transplantation

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- Complimentary job postings included in the RWB & LinkedIn page
- Unlimited job postings

**EMPLOYEE ACCESS TO EMERGING INFORMATION AND CONTENT IN THE FIELD**

- **Cross-Community Comprehensive Terminology and Data Reference Guide**

**INCREASED INFLUENCE IN THE COMMUNITY OF PRACTICE**

- **Brand recognition in all Alliance board and national council meetings**
- **Frontline Hero / Profile featurette for staff member**
- **Access to The Alliance Corporate Partner Advisory Committee. Provide guidance and insight on emerging issues in the field (Annual Meetings)**

**CONSIDER SAVING WITH A MULTI-YEAR DEAL!**

Please note: The Alliance programming is supported but not influenced by corporate partners. The Alliance is not an advocacy organization and always intends to maintain an objective and unbiased perspective.
The Alliance is not a membership organization and therefore relies on the financial support from organizations who are united in our mission of saving and healing lives. That support enables The Alliance to continue powering synergy, sparking innovation and turning discoveries into solutions for an equipped, agile and empowered community. There are many ways to support The Alliance, including becoming a Corporate Partner or participating in any of our unique monthly or annual programs listed above.

We would be honored to have you join us as a valued Alliance Corporate Partner.

Please contact:
Karri Hobson-Pape, Executive Director
404-558-0562 | karri@organdonationalliance.org
931 Monroe Drive NE | Suite A102-284 | Atlanta, GA 30308